

PUTTING TOGETHER AN INTERNET RADIO STATION

- I. Have a plan that consists of rules of who does what, when, and how. Like below:
 - a. I the Owner I will do this:
 1. Promote the station
 2. Know everyone's **general** job/tasks
 3. Support all appointed people who do the work
 4. Ensure communication is kept with all affiliated with the station
 - b. Station manager should do and keep the following current:
 1. Create a working schedule that is 24/7
 2. Assist the technician(s) in getting shows up and running
 3. Help Owner to create station policy and supporting ideas to promote the station
 4. Checkup and help the station advertiser/promoter
 5. Spot checks show quality and station rules
 - c. Station technician's responsibilities:
 1. Setup new shows with producers and hosts
 2. Give ongoing support to shows and producers (computers go down and producers sometimes leave)
 3. Put up all encore shows on the auto DJ
 4. Keep auto DJ shows current
 5. Purge server cache and errors no less than weekly by doing a complete server stop and restart
 6. Ensure that all station promos are up to date on server
 7. Report to Owner about station server issues
 8. Report to Station Manager about host and producer issues
 - d. Promoter/Advertiser should be responsible for the following:
 1. Need to get word out about shows and station
 2. Look for solicit and relay them to the Owner for an advertising contract deal
 3. Look for and watch for potential listeners
 4. Keep website up to date with information and look
 5. Assist the Owner, and Station Manager with overseeing the chat room and show content
 - e. Show Producers are responsible for:
 1. Ensuring shows get on and off air in a timely manner according to schedule
 2. Ensure host is complying with station rules and on air etiquette
 3. Relay any tech issues to the Station Technician
 4. Ensure syndicated shows have all stations mentioned equally or not at all
 5. They will be responsible for show promos, and advertising

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- f. Hosts are responsible for:
 - 1. Content
 - 2. Being consistent with shows and times
 - 3. Advertising their show
 - 4. Working with of the above to create a great show environment
 - 5. Their own Skype line or Oovoo
 - 6. Notices for encoring to all of the above via email or Skype
- g. Chat Room Listeners
 - 1. Should participate with hosts and producers
 - 2. Should not advertise other shows, stations, networks
 - 3. Be courteous to others in chat and if others aren't then report them to the producer or hosts
- II. All rules and responsibilities need to be listed formally on the website as well as any updates or changes to them.
 - 1. For example: a no tolerance policy for would be cut over three warnings or direct show of animosity or drama on the station to include the banning of chat members
- III. Hosts/Chatters/Producers Advertising packages should be listed on the website and also a listing sent from Owner down to the hosts e.g... a-f listed here
- IV. Profits/Earning/Budget
 - 1. Earnings come from website advertising, and deals for cross advertising with magazines, newspapers, websites, and active solicitation of businesses for support
 - a. IT DOES NOT COME FROM ON AIR PROMOTION LIKE TERRESTRIAL RADIO
 - 2. Budget is setting up the cost of the server and website first and the subtraction of that from any incoming Earnings
 - 3. Profit surplus of money left over from the budget

These are the core things you need to know. If you can do this you should have a very good and successful station.